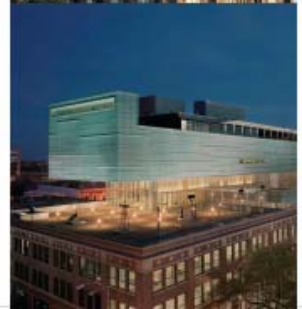
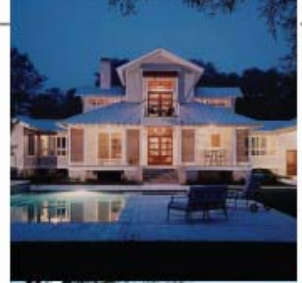


AIA New Orleans



A Chapter of The American Institute of Architects

AIA NEW ORLEANS 2009/10 SPONSORSHIP OPPORTUNITIES AND BENEFITS



good design is good business

Images shown from 2006 Design Awards

AIA New Orleans



A Chapter of The American Institute of Architects

AIA NEW ORLEANS 2009/10 – SPONSORSHIP OPPORTUNITIES AND BENEFITS

Included in this package are the numerous ways one can sponsor AIA New Orleans events and activities throughout the year, including program & event sponsorships, publication sponsorships, sustaining sponsorships and web sponsorships. Brief descriptions of the opportunities are listed within each sponsorship category, along with a benefit overview for program & event sponsorships at the end of the listings.

For detailed information about any of the sponsorships opportunities listed in this package, including benefits included for a specific event or opportunity, or to learn more about the Professional Affiliate Member program, please contact Melissa Urcan at urcan@aianeworleans.org or 504.525.8320.

PROGRAM & EVENT SPONSORSHIPS

Sponsors of AIA New Orleans annual programs and events receive invaluable exposure to both our members and members of the public interested in architecture and design. Sponsors also receive significant exposure from the design and mainstream press who cover our events.

All of the events provide a variety of unique visibility for sponsors, and premiere opportunities to mix and mingle with design professionals. An overview of benefits is provided at the end of the program and event sponsorships listings.

AIA NEW ORLEANS+TULANE ARCHITECTURE LECTURE SERIES

January – May; September – December 2009

AIA New Orleans+Tulane University School of Architecture presents the 2009 Architecture Lecture Series, New Orleans premiere forum for the exchange of new ideas about architecture and design. Participate as a sponsor and be part of a community that supports a variety of programs and events celebrating New Orleans unique architecture and design community.

Target Audience: Industry/Architect/General

Estimated Attendance: 1200+ (entire program)

Sponsorship Levels: \$2,500 • \$5,000 • \$7,500+

AIA NEW ORLEANS GENERAL MONTHLY MEETINGS

January – December 2009

Every month AIA New Orleans provides continuing education for our members in the form of lectures, panel discussions, building tours and more. This event brings the membership together to learn about current events and activities of the AIA New Orleans chapter. You can exclusively sponsor the General Monthly Meetings on a three-month, six-month or year-long basis. This opportunity puts you in front of the members via all advertising of these meetings, and the event itself.

Target Audience: Industry

Estimated Attendance: 1200+ (entire program)

Sponsorship Levels: \$2,500 • \$5,000 • \$10,000

AIA New Orleans



A Chapter of The American Institute of Architects

AIA NEW ORLEANS 2009/10 – PROGRAM & EVENT SPONSORSHIPS continued...

DESIGN AWARDS + DINNER

January 2010

AIA New Orleans honors excellence, innovation and leadership within the New Orleans architectural community through this annual program. The 2009 Design Awards Dinner brings together architects, friends, and colleagues to celebrate the years esteemed award-winning practices. The 2007 and 2008 Design Awards were the biggest to date, including over 255 guests, and prominent speakers such as Lt. Governor Mitch Landrieu and Louisiana Secretary of Economic Development Michael Olivier. We expect 2010 to be another record-breaking year.

Target Audience: Industry/Architect

Estimated Attendance: 250

Sponsorship Levels: \$1,500 • \$3,000 • \$6,000 • \$10,000+

Art/Architecture EXHIBITION

August 2009

Previous exhibitions curated by AIA New Orleans include *Regional Modernism*, organized for the Ogden Museum in Spring 2007, *MONOCHROME*, and *DesCours* (more information about this event below). This exhibition will focus on works of art and design by our members, while highlighting some of the contemporary work that has been influenced by these past examples. The works by local architects in this exhibition will be auctioned off at the end of the event, and proceeds will benefit AIA New Orleans Architect Pairing Program. This exhibition is the premier event for AIA New Orleans new Center for Design storefront space, and will open during White Linen Night, and event that attracts over 20,000 art and design enthusiasts to New Orleans.

Target Audience: Industry/General Public

Estimated Attendance: 1500+

Sponsorship Levels: \$2,500 • \$5,000 • \$7,500 • \$10,000+

Furniture EXHIBITION

October 2009

Previous exhibitions curated by AIA New Orleans include *Regional Modernism*, organized for the Ogden Museum in Spring 2007, *MONOCHROME*, and *DesCours* (more information about this event below). This exhibition will feature furniture works designed by architects, and is the culminating event in our Architects+Furniture+Design Lecture series created in partnership with Design Within Reach. This exhibition will be the second event for AIA New Orleans new Center for Design storefront space.

Target Audience: Industry/General Public

Estimated Attendance: 1500+

Sponsorship Levels: \$2,500 • \$5,000 • \$7,500 • \$10,000+

CRAWFISH BOIL

April 10, 2010

AIA New Orleans starts a new annual tradition this year through our Crawfish Boil. This event aims to provide an opportunity for meeting new professionals and affiliates, and catch-up with old friends. As an event so uniquely tied to the culture of this region, the Crawfish Boil is certain to be popular with our members.

Target Audience: Industry/Architect

Estimated Attendance: 500

Sponsorship Levels: \$500 • \$1,000 • \$2,500 • \$5,000

AIA New Orleans



A Chapter of The American Institute of Architects

AIA NEW ORLEANS 2009/10 – PROGRAM & EVENT SPONSORSHIPS continued...

ANNUAL GOLF TOURNAMENT

May 21, 2010

Celebrating its seventh year, AIA New Orleans Annual Golf Tournament has increased in size every year since its inception. This year, we have expanded the number of players to include more of our members and affiliates in the program. This event includes lunch and a cocktail reception after the game for celebrating success on the greens, while catching up with and meeting new professionals.

Target Audience: Industry/Architect

Estimated Attendance: 150

Sponsorship Levels: \$350 • \$500 • \$1,000 • \$2,500 • \$5,000 • \$7,500 • \$10,000+

ARCHIBOWL

September - November 2009

This Architecture Bowling League bring together the many young professionals working in architecture -and design- related fields in the New Orleans metro area. Young (and seasoned) professionals in the fields of architecture, urban planning and development, building and contracting, interior design, landscape design, fashion, the arts and more are invited to meet and play a few games on the lanes. This social event is a prime opportunity for networking with a variety of different people all related to the architecture field.

Target Audience: Industry/Architect

Estimated Attendance: 150

Sponsorship Levels: \$1,000 • \$2,500 • \$5,000

CANSTRUCTION®

October 2 – 11, 2009

CANSTRUCTION® is a community service project organized and sponsored by AIA New Orleans. Teams of architects from firms throughout the New Orleans area create impressive sculptures composed entirely of canned food items. These cans of food are then donated to Second Harvest Food Bank. Proceeds from the gala go towards AIA New Orleans Architect Pairing Program – thus the Canstruction event assists in providing *food and shelter* to those in need.

Target Audience: Industry/Architect

Estimated Attendance: 1000

Sponsorship Levels: \$500 • \$1,000 • \$2,500 • \$5,000 • \$7,500 • \$10,000+

ANNUAL BUSINESS MEETING + MEMBERSHIP APPRECIATION PARTY

November 20, 2009

This event celebrates the achievements of AIA New Orleans throughout the year, provides information about recent events, and sets the pace for the year to come. This is the premier time to learn about the committees and activities at the chapter, and also the event that votes in the officers for the following year.

Target Audience: Industry

Estimated Attendance: 100

Sponsorship Levels: \$500 • \$1,000 • \$2,500+

AIA New Orleans



A Chapter of The American Institute of Architects

AIA NEW ORLEANS 2009/10 – PROGRAM & EVENT SPONSORSHIPS continued...

DESCOURS

December 7 – 13, 2009

DecCours was introduced to New Orleans in 2007 to excited audiences. This new, free, week-long visual arts and architecture event is going to draw local and national crowds with a stellar line up of internationally recognized artists and architects presenting work. This event also provides a unique opportunity for architects, architecture patrons, educators and affiliated design professionals to mix and meet. Please visit www.descours.us for more information.

Target Audience: Industry/Architect/Patrons/All Design Professionals

Estimated Attendance: 12,000

Sponsorship Levels: \$1,500 • \$2,500 • \$5,000 • \$7,500 • \$10,000+

AIA NEW ORLEANS ANNUAL HOLIDAY PARTY

December 10, 2009

This popular party offers leaders of the largest architectural firms in New Orleans a chance to mingle with emerging leaders in architecture and supporting professions.

Target Audience: Industry

Estimated Attendance: 200

Sponsorship Levels: \$500 • \$1,000 • \$2,500+

PROGRAM & EVENT SPONSORSHIP BENEFITS

Sponsorship benefits vary greatly dependant on type (program, web, etc.) and level of sponsorship. For specific benefits of an event you are interested in sponsoring, please contact Melissa Urcan at urcan@aianeworleans.org or 504.525.8320.

Primary sponsorships benefits for Program & Events include recognition on all of the following (final sponsor benefit package dependant on level and event):

- *Print Advertisements (as applicable per event):* Logo and/or name recognition in all print advertisements.
 - *Direct Mail Postcards:* Logo recognition on postcards to mailed to over 2,500 households and businesses on AIA mailing list, with additional list trades.
 - *Flyers:* Logo and/or name recognition on flyers distributed at events throughout the city; distribution 5,000+
 - *Promotions:* Sponsor recognition in all promotions for the production.
 - *On-site signage:* Logo and/or name recognition on prominent signage on site.
-

AIA New Orleans



A Chapter of The American Institute of Architects

PROGRAM & EVENT SPONSORSHIP BENEFITS continued...

- *Event program:* Logo and/or recognition in event program seen by 100-5000 attendees (exposure varies per event and series).
- *Press releases:* Credit line recognition in all press releases for the production, distributed to 300+ national, regional and local media outlets.
- *Website:* Logo and/or recognition and website link from calendar page on AIA New Orleans website.
- *Email promotions:* Logo and/or name recognition in multiple electronic promotions – electronic distribution list is currently 2,000+ and growing.
- *Other recognition:* Recognition throughout the year in all AIA New Orleans sponsor listings.
- *Event tickets (as applicable per event):* As the Lead Sponsor of main events, sponsor will receive tickets for eight (8) guests with priority reserved seating.
- *Event Dinners:* Opportunity to host dinners after events to include speakers and featured architects.
- *Private events:* Opportunity to host a private event for customers of employees during one evening of the events run.

PUBLICATION SPONSORSHIPS

Sponsors of AIA New Orleans various publications are an elite group of architects and related professionals who understand the importance of reaching out to our membership.

Our publications reach more than 5,000 members and design enthusiasts a month. We offer several sponsorship levels and rates.

For more information contact Melissa Urcan at urcan@aianeworleans.org or 504.525.8320.

AIA NEW ORLEANS MEMBER NEWS

MEMBER NEWS, the monthly electronic newsletter of AIA New Orleans, is sent to all subscribed AIA New Orleans members and interested individuals every month. Each issue contains up-to-the-minute information on AIA New Orleans events and programs, architects in the news, and industry affiliates can post everything from space for rent, client services, and classes.

Target Audience: Members/All Design Professionals

Estimated Hits: 4,000 readers a month

Sponsorship Levels: \$35 • \$125 • \$200

AIA New Orleans



A Chapter of The American Institute of Architects

PUBLICATION SPONSORSHIPS continued...

MEMBER UPDATE

Twice a month, AIA New Orleans sends out an email announcement to remind members about upcoming programs and events. Sponsor name and link to website is posted at the foot of the announcement.

Target Audience: Members/All Design Professionals

Estimated Hits: 4,000 readers a month

Sponsorship Levels: \$75

SUSTAINING SPONSORS

In becoming a sustaining sponsor of AIA New Orleans, you enter into a unique community of peers who believe in supporting the New Orleans architectural community through annual programs and events. A range of benefits are available depending on sustaining sponsorship levels, including complimentary tickets to annual events, acknowledgement on AIA New Orleans website and program guides, and more.

Target Audience: Industry

Sponsorship Levels: \$1,500 • \$2,500 • \$5,000 • \$7,500

WEB SPONSORS

AIA New Orleans launched a new website in late 2007. With the launch of this website, web sponsorship offers exposure to an elite group of architects, related professionals, and firms who understand the importance of reaching out to our valued membership. As a member service organization comprised of leading architecture and design professionals, as well as affiliated professionals, AIA New Orleans online sponsorship reaches more than 5,000 members and design enthusiasts a month. Web sponsorship with AIA New Orleans provides optimal visibility for highlighting services, products, and firms.

ARCHCASTS

ArchCasts (Architecture PodCasts) are a new part of AIA New Orleans public outreach campaign to help demystify and explain the design process to the general public. ArchCasts will feature New Orleans architects in conversation about issues of relevance to architecture and design, including the current state of rebuilding. While the series is designed to educate the general public, it can be used by professional architects, students, and design enthusiasts alike.

Target Audience: General Public/All Design Professionals

Estimated Hits: (TBD)

Sponsorship Levels: \$5,000 (2 podcasts) • \$7,500 (3 podcasts)

BANNERS

AIA New Orleans website attracts more than one million visitors a year. It is the most comprehensive online resource for the Bay Area s architecture and design community. Banner advertisements are available on most pages, depending on month-to-month availability.

Target Audience: General Public/All Design Professionals

For information about being a web sponsor, including rates and availability, please contact Melissa Urcan at urcan@aianeworleans.org or 504.525.8320.